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**ATTORNEY GENERAL TERRY GODDARD AND THE ARIZONA  
ALLIANCE OF BOYS & GIRLS CLUBS BRING ASK, LISTEN, LEARN:  
KIDS AND ALCOHOL DON'T MIX TO ARIZONA**

*Program by Nickelodeon and The Century Council helps parents and kids start the  
conversation about the danger of underage drinking*

**WHO**

- **Attorney General Terry Goddard**
- **Catherine Morton**, Boys & Girls Club of Tucson Alliance Representative
- **Dana Fudurich**, The Century Council

**WHY**

- 54 percent of adolescents say they have tried alcohol by the time they reached the eighth grade. (Federal Government Study: "Talking to Your Child About Alcohol")
- Nearly 38 percent of 13-15 year olds drank on average of 5 occasions over the past year. (TCC Research: Parents, Kids and Alcohol)
- First consumption of alcohol typically begins around age 12. (National Institute on Drug Abuse)
- Only 4 percent of teens reported that it is "difficult" for someone their age to get alcohol. (TCC Research: Parents, Kids and Alcohol)
- In addition to today's event, Attorney General Goddard, The Arizona Alliance of Boys & Girls Clubs, and The Century Council partnered to distribute *Ask, Listen, Learn: Kids and Alcohol Don't Mix* materials to all the Boys and Girls Clubs in Arizona

**WHEN**

- **Tuesday, September 23, 2008 – 3:30 p.m.**

**WHERE**

- Boys & Girls Club of Tucson  
3155 E. Grant Rd.  
Tucson, AZ 85716

**WHAT**

- *Ask, Listen, Learn: Kids and Alcohol Don't Mix*, is a highly creative multimedia program, developed through a partnership between The Century Council and

Nickelodeon—the industry expert on kids—that helps facilitate conversations between parents and their children before they are confronted with the opportunity to drink alcohol.

- Designed by a team of educators and psychologists specializing in middle school aged students, the interactive program helps parents have effective conversations about alcohol with their kids, using a number of accessible resources.
- It's evident that the conversations are needed and make a difference since 65 percent of adolescents say parents are the leading influence not to drink.

**Ask, Listen, Learn includes:**

- **A parent's booklet**, detailing how to begin the conversation, sustain the conversation and make an impact on kids. It presents effective questions, data, conversation starters and answers to typical objections kids raise.
- **A kid's booklet**, with interactive tests about alcohol's impact on the body, trading cards, how to avoid peer pressure, creative ways to say no, and interactive games with parents.
- **Websites** produced by Nickelodeon,— [www.asklistenlearn.com](http://www.asklistenlearn.com) and [www.asklistenlearnparents.com](http://www.asklistenlearnparents.com), where kids can go to get more information on avoiding peer pressure.

**The Century Council**, launched in 1991, is a national not-for-profit organization funded by America's leading distillers: Bacardi U.S.A., Inc., Brown-Forman, Constellation Brands, DIAGEO, Future Brands LLC, Hood River Distillers, Inc., and Sidney Frank Importing Co., Inc. The Century Council is a leader in the fight to eliminate drunk driving and underage drinking and promotes responsible decision-making regarding beverage alcohol. For more information on The Century Council log onto [www.centurycouncil.org](http://www.centurycouncil.org).

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